D6BMC2004 (PAGES 2) Reg.No.............................

Name: ....

SIXTH SEMESTER BA DEGREE EXAMINATION, APRIL 2023
(Regular/Improvement/Supplementary)
MASS COMMUNICATION
GBCJ6E02T: MAGAZINE JOURNALISM

Time: 2 ½ Hours   Maximum Marks: 80

SECTION A: Answer the following questions. Each carries *two* marks.
(Ceiling 25 Marks)

Write short notes on:

1. Centre spread.
2. Vidyavinodini.
3. Stand first.
4. The Caravan.
5. The New Yorker.
6. Vinod Mehta.
7. Cover Story.
8. Editorial mix.
9. Webzines.
10. Sidebar.
11. Coverlines.
12. Pink press.
13. Masthead.
14. Yojana.
15. Cutline.

SECTION B: Answer the following questions. Each carries *five* marks.
(Ceiling 35 Marks)

16. Write a review of Mathrubhumi weekly which has completed 90 years of publishing last year.

17. Describe the important principles of designing the cover page of a magazine.

18. Analyse the role of infographics, illustrations and caricatures in magazine layout.

19. 'Digital publishing has posed a real challenge to magazines.' Discuss.

20. Differentiate the writing style of news reports and magazine features.

21. Delineate the organizational structure of a magazine.

22. Trace the history of magazine publishing in Malayalam. What is the future of magazines in Malayalam?

23. What is a film review? Write a brief review of a film released after 2021.

(PTO)

SECTION C: Answer any *two* questions. Each carries *ten* marks.

24. Assess the impact of Covid 19 on magazine industry. How can the industry overcome the challenges?

25. 'Selecting the cover story for a magazine is the toughest challenge of the editorial team.' Explain the factors that govern the selection of a cover story.

26. 'Copy editing in a magazine is not merely limited to correcting the language and sentence construction, but it is far more than that.' Elaborate the expanding role of copy editing in a magazine.

27. What is profile writing? Write a profile of person who became newsworthy in sports / politics during last year.

(2 × 10 = 20 Marks)